

For your patients who inhale

*All smokers inhale some of the time
and thereby increase the possibility
of irritation.*

MAY WE therefore suggest, for your
patients who smoke, the protection
of Philip Morris—proved* definitely and
measurably less irritating.

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154—Laryngoscope, Jan. 1937, Vol. XLVII No. 1, 58-60
Proc. Soc. Exp. Biol. and Med., 1934, 32, 241—N. Y. State Journ. Med., Vol. 35, 6-135, No. 11, 590-592

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